

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of The Study

People interact each other by uttering their intention in words and sentences which entails meaning. Basically, the meaning is not only determined by the sentences of its grammatical structure, but a lot more to the meaning of the sentences. However, sometimes meaning can be interpreted differently and differently interpreted depends on the speaker, listener, and how it is delivered.

The speakers are significant for creating 'particular' meaning due to some reasons, including their position towards the issue. Besides, the way someone speaks is crucial to build different assumption since each person has various types of delivering message in term of intonation and stress. As well as the speaker, listeners play important role as their experience and knowledge contribute the creation of this distinct perception. These different interpretations produce implied meaning or can be called as implicature.

According to Grice (1989), the philosopher who first introduce the term, implicature defined as the inferred meanings with a different logical interpretation from the original utterances, which is adjustable to the context of what it is going. In other words, it is a process of interpretation based on situation or context, by

means of which one can interpret what speaker implies, suggests, or means in a different way from what speaker says. In brief, implicature refers to the meaning beyond what a speaker literally says.

The concept of implicature is developed by Grice. Implicature concerns about language used by people in communication. Grice (1989) divides implicature into two types; conventional implicature (what is said) and conversational implicature (what is implicated). The conventional implicature associates with the lexical items which contribute to the additional conveyed meaning when the words are used. In contrast, conversational meaning reveals interpretation of implied meaning which depends on particular context and situation.

ISIS, which is also known as Islamic States, has been the global issue that is being discussed nowadays. The organization which brings the ideology of Islam has become the first well-organized religious group that successfully conquered the region of Iraq and Syria, and will continue to expand its territory across Middle East and even broader scope, all nations in the world. The threat of ISIS was real after they posted propaganda videos of a number of homicide in such inhuman way. In fact, the world has turned into *Islamophobia* age. The writer chooses the articles about ISIS because of some reasons. First, it was a global issue which can be readable not only for Indonesian, but also across nations. Therefore, it is useful for international reading. Second, ISIS was the current issue

yet controversial one which most of media have been discussed about. So, it makes the researcher easier to find the articles about ISIS, especially those which include utterances of world prominent figures.

The organization which brings the Islamic values, has been a real threat for the world peace because of their intimidating murders. Moreover, it was frequently appeared in newspaper, television, and internet. This phenomenon has immediately attracted people's attention all around the world and turned into reactions from all countries. In fact, many prominent figures from each country responded regarding the crisis. In this sense, the writer attempts to examine utterances by the prominent figures all around the world. World's prominent figures directly refers to presidents, prime ministers, and the representatives of some countries in five continents; America, Europe, Asia, Africa, and Australia. The reason why the writer collects the utterances of important figures from five continents because it simply represents the world's perception.

The articles are randomly taken from the official websites of Al-Jazeera, CNN, BBC, and ABC News. The reasons is simply because the researcher wants to get the data in media sources which comes from different nations. Al-Jazeera is originally from Middle East, CNN is from America, BBC is from Britain and ABC News is from Australia. In other word, each media comes from different continents in the world; America, Europe, Africa, Asia, and Australia.

Furthermore, those media sources that had been chosen have the most readers among others, especially in their own country.

Some studies had been conducted relates to the analysis of implicature are below explained.

The research on implicature study was conducted by Novi Riza Rosani (2006) on titled '*The Generalized And Particularized Implicature Found in TIME Magazine Advertisement Slogans*'. She studies of how is generalized and particularized implicature used in the advertisement slogans in *TIME* magazine. Also, the research discusses the different kinds of implicature used in the advertisement slogans. The result of the analysis shows that there are 80 advertisement slogans reflecting the use of generalized and particularized implicature. The result shows that mostly the slogans used in *TIME* magazine are made in particularized implicature because they are derivable in a specific context and infer in a specific way from the cooperative principles using particular facts about the meaning and the context of sentence.

On the Pragmatics, relates to the study of implicature has been conducted by Festika Sari (2007). This is entitled *An analysis of implicatures in REQUEST EXPRESSIONS in drama entitled A Raisin in The Sun by Lorraine Hansberry*. The aims of the research are to examine the strategies employed in the request expressions in the drama, to find mechanism the maxims are applied in the conversation containing request expressions in the drama, and to figure out how

the implicatures in the request expressions in the drama are revealed. From the analysis, three findings are found. The first finding is that five request strategies are applied by the characters in the drama. The second finding is that the analysis of the maxim of manner is impossible to be done. The last finding is that most of the request expressions have implicatures. 14 Data do not have any implicatures. The implicatures are revealed from the request strategy and also from its context.

Another research related to the study of implicature has been conducted by Wahana Putri (2011) entitled '*An Analysis of Implicature As Found In Transcript of Interview Between Barrack Obama and Hisyam Melhem from Al-Arabiya TV*'. In the analysis, the researcher discuss the implicatures found during the interview between Obama and Hisyam using theory of Speaking by Hymes and Cooperative Principles by Grice. The result of analysis shows that Obama violates all of the maxims and this causes the occurrence of implicature and precisely, he violates cooperative principle. In the process of communication between the interviewer and Obama, the form of violating the maxim that dominant occurs is violation of maxim manner.

Although this research also analyzes implicature, it differs to the previous studies on the data, and the analysis of the data itself. The analysis of the data provides the exploration of each context of the whole articles and the specific explanation of the implicature. The writer takes the utterances from worldwide prominent figures towards ISIS crisis as the data which have not been analyzed

before. Moreover, as far as the writer knows topic about implicature has not been discussed broadly by the students of English Department in Universitas Negeri Jakarta. Therefore, it is necessary to be explored.

## **1.2 Research Questions**

In line with above description, the problems proposed here are:

1. What types of implicature are identified in prominent figure's utterances related to ISIS crisis?
2. How are implicature used in the utterances of prominent figures in the case of ISIS?

## **1.3 Purpose of The Study**

Based on the research questions of the study above the researcher has some objectives as follows:

1. To identify what types of implicature in prominent figure's utterance related to ISIS crisis.
2. To examine how implicature used in the utterances of prominent figures in the case of ISIS

#### **1.4 Scope and Limitation of The Study**

To limit the study, the researcher will only focus on utterances about ISIS Crisis. It will only one figure chosen of each selected country including the developed or developing countries from five continents; America, Europe, Africa, Asia and Australia. The figures can be the presidents, officials, and political figures of each selected country.

The analysis itself is based Theory of Implicature by Grice which relates to the contextual meaning of the whole articles. Therefore, the researcher does not to any other context outside the articles.

The utterances will be analyzed are only taken from four media sources (Al-Jazeera, CNN, BBC, and ABC News) as the representative of each continent (Africa&Asia, America, Europe, and Australia). The data are taken from the officials websites of each media mentioned above with the keywords 'Response to ISIS'.

#### **1.5 Significance of The Study**

This research is significance for the writer to raise the critical thinking regarding to any issue which is happening. Secondly, the findings of this field are expected to be useful and gives contribution to the pragmatics study, particularly

on how to analyze utterances from prominent figures on ISIS crisis using Grice's theory of implicature.

In acknowledgement of the possible existence of additional conveyed meaning in people's conversation, the writer is interested in carrying out a study on implicature. Hopefully, this study can help the reader for study about linguistic focusing on implicature.

In addition, this research covers the global issue that is worth for international reading. Therefore, it is readable and understandable not only for Indonesian, but also for any other countries.